

SAN DIEGO

SERVES

Presented by Councilmember Carl DeMaio



*Carl DeMaio's Comprehensive Plan to Increase
Volunteerism in San Diego*

San Diego Serves

Carl DeMaio's Volunteer Plan to Engage San Diegans in Their City

Improving Civic Engagement and Volunteerism in San Diego

A Message From

Carl DeMaio



I am issuing a challenge to San Diegans: get engaged in your community!

San Diego can overcome any challenge or problem it faces if we get all San Diegans off the sidelines and make them a part of the solution. One of the most effective ways to do that is to get people to volunteer for worthy causes.

That is why I'm releasing *San Diego Serves* – my comprehensive plan to increase civic engagement and volunteerism in San Diego.

More than implementing a plan, I am also committing to achieving a bold goal: ***By 2016 San Diegans will provide more than 1 Million hours annually of volunteer service*** to city-sponsored community service programs.

We already have many San Diegans that are engaged in volunteer activities. Every day, thousands of San Diegans take time away from their work, their studies and their loved ones to give back to our City through volunteering -- whether it's participating in a beach cleanup, working at the library, or spending an evening mentoring an at-risk youth.

Nevertheless, much more needs to be done. We desperately need more volunteers to tackle a wide range of community problems. With the city's financial crisis, volunteers are more important than ever in keeping our service levels where they should be to meet the needs of our neighborhoods.

I believe the City of San Diego should take a leadership role in spearheading efforts to promote volunteerism citywide. My *San Diego Serves* Plan lays out 13 proposals that will transform San Diego into a city where finding volunteer opportunities is easy and service is encouraged. Many of these proposals have been successfully implemented in other cities and address areas where municipal government can and should do more for its volunteers and those who need them.

San Diego Serves will require a large collaborative effort and calls on nonprofits, small businesses, city employees and local companies to engage and revitalize our City volunteers for the betterment of San Diego. By working together, we can enrich the lives of so many – and make San Diego a model of civic engagement and community service.

In Service,

A handwritten signature of Carl DeMaio in black ink.

***Our Goal: 1 Million Volunteer
Hours Annually by 2016***

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Latest Report: Low Civic Engagement Plagues California...

- Californians placed 45th nationally in volunteering, with 23% saying they had participated in some sort of unpaid service
- Californians ranked 44th nationally in attending civic meetings, with just 6.7% saying that they had done so
- Californians placed 45th nationally in "working on community problems" with just 5.1% reporting they had done so

Source: National Conference on Citizenship (NCoC)

...and San Diego ranks low at 43 out of 51!

"Competitive Edge Research has calculated that San Diego County ranks 43rd out of 51 major metropolitan areas when it comes to being civically engaged – far behind fellow California cities San Francisco (15), Sacramento (30) and San Jose (31). Well, at least we beat Los Angeles (49). Minneapolis-St. Paul enjoys the top spot. Working with neighbors is rare here: Only 6 percent do it, putting us way down in 40th place."

– San Diego Union Tribune, November 6, 2011

Overview of DeMaio's Volunteer Plan

Engaging San Diegans in Their City

1. Create a "Chief Volunteer Officer" in Mayor's Office
2. Connect San Diegans to Volunteer Opportunities Online and Through Smart Phones
3. Create a "Community Service Cabinet" and "Corporate Philanthropy Council"
4. Launch a "Mayor's Fellowship Program"
5. Hold Civic Leadership Academies
6. Utilize City TV to Promote Volunteer Programs
7. Develop a Volunteer Badge and Certification Program
8. Hold Volunteer Recognition Programs



Promoting Clean and Safe Neighborhoods

9. Launch Neighborhood "Extreme Makeover" Campaign
10. Expand the Neighborhood Watch Program
11. Expand Retired Senior Volunteer Patrol (RSVP)



Committing to Youth Development

12. Establish After-School Zones
13. Recruit Graduation Coaches



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Carl DeMaio's Vision for Volunteers in San Diego... ...Inspiring 1 Million Volunteer Hours Annually by 2016

Since joining the City Council, Carl DeMaio has made promoting volunteerism a central focus of improving the neighborhoods he represents in San Diego's Fifth Council District – and has challenged all city departments to expand their use of volunteers.

DeMaio partnered with Council President Tony Young to highlight volunteer opportunities by convening a special evening session of the City Council in May 2011. DeMaio and Young invited numerous non-profit and volunteer organizations to come and present their ideas at the hearing – and city departments were required to report on their efforts and results in recruiting and using volunteers.

How is the city doing in tapping volunteer hours? City departments produced an unaudited, yet-to-be-verified count claiming that roughly 500,000 volunteer hours are received in city departments annually.

Even if this count is correct, San Diego would place behind many other cities in using volunteers to improve city services and neighborhood quality of life. For example, Mesa Arizona recently boasted over 235,000 volunteer hours – even though its population is one-third the size of San Diego.

Councilmember DeMaio proposes an audit of the volunteer hours logged by city departments for the purpose of establishing a clear benchmark from which the reforms contained in the San Diego Serves plan can be evaluated in the next four years.

In addition, based on volunteer hours generated by other cities, and given the city's financial challenges and need for improved neighborhood services, Councilmember DeMaio proposes a clear goal be set:

“We should work to inspire San Diegans to step forward and engage with their community – and to measure our success we should achieve more than 1 million volunteer hours annually by 2016 in city programs.” – Carl DeMaio

San Diego Serves presents a blueprint for service that matches volunteers with community partners and utilizes public private partnerships to serve the areas of greatest local need. The *San Diego Serves* plan capitalizes on our City's rich heritage of service and will create opportunities for San Diegans to help those in need through volunteerism.

San Diego Serves' 13 proposals are divided into three priority categories for the City. These priorities address cross-cutting challenges that create barriers or inhibit volunteer engagement.

- Engaging San Diegans in their City Through Service
- Promoting Clean and Safe Neighborhoods
- Developing Our Youth



Why Volunteerism is Key to San Diego's Future

Whether it's non-profits, schools, urban neighborhoods or the City itself: the need for volunteers in San Diego is immense and growing.

Volunteers can play a key role in revitalizing neighborhoods and increasing services to the public by performing tasks beyond the capacity of city employees.

DeMaio's Concept of the "Collaborative Governance Model"

Given the new financial realities all levels of government face, Councilmember DeMaio is promoting a new approach to addressing community needs. DeMaio is calling on city leaders to rethink how neighborhood services are provided by adopting a new model he calls the **Collaborative Governance Model**.

The Collaborative Governance Model will rethink every government service to neighborhoods with a key question: how can we match the city government's role with a role for other government entities, a role for non-profits, a role for business, and a role for individuals as volunteers?



Benefits of Improved Volunteerism

1. **Preserving Services During the Fiscal Crisis:** With the City of San Diego's recent budget challenges, the City is strained to meet the needs of many in the community while their needs are greater than ever. Due to state budget cuts, there are countless youth throughout San Diego in need of help with mentoring, tutoring, and after-school activities. Similarly, there are countless elderly, disabled, single parents, and others who are in need of assistance.

The City can play an important role in connecting residents willing to volunteer with organizations that serve those in need during these tough fiscal times in government.

2. **Volunteering Pays Individual Rewards:** In addition to the causes they serve, volunteering can be incredibly rewarding for volunteers. Volunteering provides a sense of giving back and having an impact – and allows individuals to build social ties with others interested in the same. As the Baby Boomer Generation reaches retirement age, many retirees do not want to simply sit at home, but instead seek to stay active through community service.
3. **Setting the Example for the Next Generation:** Families that volunteer together help inspire a new generation of community servants. Individuals that mentor youth also set an example for those same youth to give back to the community in their adult years.

A Challenge: City Labor Contracts Discourage Volunteerism

One of the shocking realities that city leaders must overcome to utilize volunteers in city government are the government employee labor unions.

The government employee unions have objected in the past to using volunteers for work that has been – or potentially could be – done by city employees in their union. Even in instances where there are vacant positions in a department, a volunteer cannot take on those responsibilities because of meet and confer regulations.

Recent reports to the City Council noted:

- “If the City decides to replace existing bargaining unit employees with outside workers or volunteers for financial reasons, the City must provide notice to the affected employee organizations and the opportunity to negotiate both the decision and the effects.” – Jan Goldsmith, City Attorney (July 22, 2011)
- “Any proposal to use volunteers to supplement or enhance City Services, however should be analyzed and reviewed to determine whether there would be any adverse effects to the bargaining units, and a corresponding duty to meet and confer under the MMBA.” – Jan Goldsmith, City Attorney (July 22, 2011)
- “The use of volunteers above the current level may be subject to meet and confer with labor organizations. The transfer of bargaining unit work through the use of volunteers is a mandatory subject of bargaining that requires the City to meet and confer with the impacted labor organizations.” – City Council Report 11-070 (May 4, 2011)

Councilmember DeMaio proposes that the Mayor and City Council annually negotiate – or impose under Council Policy 300-06 – a procedure by which the Mayor may accept volunteer service for a wide range of city activities.

Government employee unions can allow a multi-year agreement that commits no objection by the unions against accepting volunteer service for city functions – or the city may impose a “safe harbor” authority on an annual basis.

Whatever it takes, Councilmember DeMaio is committed to – and calls on other city leaders to join in – making volunteerism allowed for all city departments without fear of government labor unions objecting and blocking those efforts.

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Proposal 1

Designate a Chief Volunteer Officer in Mayor's Office

While many city departments currently recruit and utilize volunteers, there is little citywide coordination due to a lack of formal leadership and oversight of the City's volunteers.

The City's inability recruit, utilize, and to keep track of its volunteers makes it difficult to retain quality individuals or seek out former volunteers when new opportunities arise.

To provide cross-department leadership to improving volunteer management in the city, Councilmember DeMaio is proposing the creation of a new "Chief" position: a Chief Volunteer Officer (CVO).

This position would be created in a "budget neutral" manner – by converting an existing community representative position in the Mayor's Office into the CVO position.

The CVO will report to the Mayor and work with non-profits, faith based organizations, volunteer groups, and City stakeholders to:

- recruit and train volunteers;
- assess service levels and assign City volunteers to departments where there is the greatest need;
- execute the proposals laid out in this plan;
- effectively engage and retain volunteers to meet the challenges facing San Diego.

The CVO will also oversee the Mayor's Community Service Cabinet, Community Development Block Grant appropriations and the Commission on Arts and Culture with the overall goals of strengthening the non-profit sector in San Diego and of making San Diego an easy place to provide volunteer service.

Although a revolutionary and much-needed position in San Diego, the CVO proposal is not a new concept as other cities in the country are also creating similar functions to provide leadership on volunteerism. For



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About Cities of Service

- Founded in New York City in September 2009 by 17 mayors from cities around the nation.
- Bipartisan coalition of mayors who have committed to work together to engage citizens and address pressing city needs through volunteerism.
- Includes more than 100 mayors, representing more than 49 million Americans across the nation.

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example, in 2009, New York City was the first large municipality to hire a CVO.

San Diego can seek grant funding for projects undertaken by the CVO. The Rockefeller Foundation and Bloomberg Philanthropies provide grants of up to \$200,000 as part of the Cities of Service initiative. These Cities of Service grants are awarded to cities who have committed to work together in a bipartisan manner and lead a nationwide effort to increase volunteerism. The *San Diego Serves* plan demonstrates that the City is committed to service and would become the basis for seeking the Cities of Service grant.



Proposal 2

Launch a “San Diego Serves” E-Volunteer Website & Smart Phone App



The City must embrace technology and come up with innovative ways to engage volunteers through the use of emerging technologies, such as smart phone apps, to provide easier access to volunteer opportunities.

A good way for the City of San Diego to recruit an active network of volunteers is by making it easy and enjoyable for San Diegans to find service opportunities online or through their smart phones.

Unfortunately, the San Diego region recently lost an important web-based volunteer recruitment resource when *Volunteer San Diego* closed its doors.

Moreover the City's current volunteer website is completely inadequate, unattractive, and frustrating to use – and it is rarely updated.

Try it for yourself by visiting www.SanDiego.gov and clicking on “Volunteer Opportunities.”

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If you look at the screen shot of the City's current volunteer website, you can see how someone interested in volunteering with the City might grow frustrated, or at the very least lose interest, because of the uninformative and poorly presented format.

In comparison, New York City's volunteer website is vibrant and well formatted.

- A drop-down list allows interested volunteers to search by topic (environment, education, emergency response) rather than forcing the viewer to hunt for opportunities by City Department like in San Diego.
- Current volunteer openings are regularly updated and posted on the main page.
- Priority volunteer requests listed immediately front-and-center.

See Why New York City's Volunteer Website Trumps San Diego's

The screenshot shows the New York City Volunteer Website interface. At the top, a large orange banner reads "I WANT TO HELP NYC WITH". Below this, a search bar allows users to "Refine your results:" with fields for "Enter zip code" and "Within 1 mile", followed by a "Go" button. A dropdown menu is open, listing various categories: "Strengthening Communities", "Helping Neighbors in Need", "Education", "Environment", "Health", "Emergency Preparedness", and "Additional Opportunities". Below the search bar, a table lists volunteer opportunities with columns for "OPPORTUNITY", "ORGANIZATION", "DATE", and "LOCATION".

OPPORTUNITY	ORGANIZATION	DATE	LOCATION
Say "YES" to Student Success! Male Mentors Needed!	iMentor	Ongoing	Manhattan (10011)
Volunteers Needed for FREE TAX ASSISTANCE PROGRAM!	Food Bank For New York...	Ongoing	Manhattan (10011)
Blood Drive Volunteer	New York Blood Center	Ongoing	Manhattan (10011)
PAWS NY Volunteer Orientation Sessions	PAWS NY	Ongoing	Manhattan (10011)
Saturday Tutors Needed in NYC Middle School MS 324!	Learning Leaders	Ongoing	Manhattan (10032)

"We must embrace technology to make volunteering easy – and my e-Volunteer Website and App will do just that!" – Carl DeMaio

Councilmember DeMaio proposes that the City launch a *San Diego Serves* e-volunteer website to enable San Diegans to more easily engage in their community and donate their time and skills to not only the City but a multitude of non-profit organizations serving our neighborhoods.

Particularly in light of the loss of *Volunteer San Diego's* former website service, the City should seek to partner with regional non-profits on a ***single website serving all organizations and government entities seeking volunteers.***

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This regional, integrated, one-stop approach will not only save every organization money, but it will make for a far more effective and trafficked website. More importantly, the site should be interactive and connected to social media platforms so organizations and individuals can share and cross promote volunteer opportunities.

In 2011, Carl DeMaio launched “San Diego 311” a smart phone app that has revolutionized the way San Diegans report potholes, dangerous sidewalks, clogged storm drains, and other hazards areas in the City.

Based on the success of San Diego 311, the City of San Diego should use it as a model to create a similar type of app for volunteers. This app will provide San Diegans with a new and useful way to find volunteer opportunities, allow users to share their volunteer activities with friends and social media networks, and read reviews and recommendations from other volunteers.



Proposal 3

Establish a Mayoral Community Service Cabinet & Corporate Philanthropy Council

San Diego has a wealth of high-quality non-profit organizations and volunteer groups that don't always communicate with each other or inform city leaders about challenges the non-profit sector faces.

Councilmember DeMaio is proposing that the Mayor establish a “Community Service Cabinet” (CPC). The cabinet would bring together leaders from all of San Diego's major non-profit service organizations on a regular basis to ensure that the City is supporting their efforts to engage volunteers in ways that have the greatest impact on the community and priority need areas.

In addition to non-profit volunteer groups, many of San Diego's businesses and local corporations are committed to leveraging their employees, financial resources and expertise to solve local problems and support the community. Unfortunately, there is no formal process in place through which private businesses can partner with each other or non-profit organizations to maximize their employee's volunteer impacts.

As a solution, DeMaio is proposing that the City establish a “Corporate Philanthropy Council” to increase the private sector's ability to engage with the City and the non-profit community.

The Corporate Philanthropy Council would meet regularly and members would commit to providing financial resources, establishing reward incentives, and encouraging their employees to volunteer in their community. Members of the CPC would commit to generating at least 50,000 volunteer hours annually from their employees – and donating at least \$250,000 in financial resources to support city-supported volunteer projects.

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The Corporate Philanthropy Council could also match businesses with non-profit organizations under an “adopt a cause” effort. The idea would be for them to plan a volunteer event and provide their respective groups with networking opportunities. Members would also educate small businesses they do business with on how the importance of being part of volunteer programs.

The CPC would commit to increasing corporate volunteer participation and opportunities among San Diego’s businesses. They will also promote corporate volunteerism by conducting regular educational programs and networking opportunities, and by supporting and recognizing businesses for their efforts.



Proposal 4

Create a “Mayoral Fellows” Program

The White House Fellows program recruits the most highly-motivated, dedicated young men and women and places them in the White House and federal agencies to serve as White House Fellows to help carry out targeted initiatives and special projects.

Recently Mayor Jerry Sanders tapped former Port Commissioner Steve Cushman to serve as an unpaid “Special Assistant” to spearhead the development of a financing plan for the expansion of the San Diego Convention Center. Mr. Cushman brought decades of experience to the table and worked tirelessly to craft a financing program that drew wide support from industry, stakeholder, and taxpayer advocates.

Councilmember DeMaio is proposing to learn from both the examples set by the White House Fellows and Convention Center expansion.

The City of San Diego should institute a “Mayoral Fellows” program where San Diego’s brightest and most-motivated graduate students and officials from the private sector are given the opportunity to experience policy-making and public service first-hand.

Fellows would be recruited to fill budgetary, legislative, legal, programmatic, or development roles.

Possible Assignments for Mayoral Fellows

- Oversee development of the “San Diego Serves” Website and Smart Phone App
- Design and initiate marketing campaign to Asia-Pacific consumers promoting San Diego as a tourist destination
- Draft white papers outlining innovative solutions to solve the City’s ongoing problems: crumbling roads, deteriorating infrastructure, blighted neighborhoods
- Design and facilitate Customer Service/Public Input Town Halls for each city department to identify ways to improve customer service
- Design and negotiate program partners for a specific trade/skills area in the “Hire-A-Youth” Program

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- Fellows will rotate through different City Departments to give them a broad knowledge of municipal government
- Fellows will be required to make a presentation to the Mayor and cabinet describing their research and providing recommendations regarding City operations or how departments can become more efficient
- Fellows with an interest in public service would be encouraged to seek permanent positions within City government at the conclusion of their academic program. However, job placement would not be guaranteed.

Some other cities, like Chicago, have implemented fellowship programs in their Mayors' offices. Additionally, Baltimore has expanded their high level fellowship programs to additional departments.

Proposal 5

Launch a Volunteer Marketing Campaign Using the City-TV Channel

An important way to inform and excite San Diegans about volunteer opportunities, and mobilize people on a large scale, is by launching a formal marketing campaign that 1) draws on all city communications platforms and 2) integrates messaging across city departments and partner organizations.

The City has a major resource currently available (yet largely untapped) to promote volunteerism: City TV. This channel airs City Council meetings, press conferences, and public service announcements.

Councilmember DeMaio proposes that City-TV also be used to promote a marketing campaign targeted at getting San Diegans interested in volunteering. City-TV would also run programming to spotlight and promote specific non-profits working in the community.



There are also other innovative ways local groups can mobilize their members to volunteer for their City. For example, San Diego's Rock Church, one of the largest faith-based communities, has been successful in organizing a large volunteer campaign. In 2010, they aggressively marketed Pastor Miles McPherson's "Do Something" volunteer campaign, which resulted in 700,000 volunteer hours, many of them going to help repair and improve City facilities like recreation centers and libraries.

New York City provides a great model of a volunteer campaign, the "Give Your BLANK" campaign.

The concept behind "Give Your BLANK" is that everyone has something to give: their time, their skills, their – passion. Each individual gets to fill in the "blank" for themselves.

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Mayor Bloomberg created a public service announcement of “Give Your BLANK” which aired through donated airtime.

- ***San Diego should use both CityTV and donated advertising time/donated funds to launch a similar program where the City adopts a monthly cause and encourages viewers to “Give” to organizations that cater to the issue.***

The “Give Your BLANK” campaign utilized donated funds to advertise on bus shelters, telephone kiosks, street banners, taxi passenger information monitors and in print and radio advertising. The advertising space donated has been estimated at \$5.4 million.

- ***San Diego should partner with MTS, SANDAG, Lindbergh Field, the Port, Convention Center, colleges, universities, and school districts to maximize advertising of a volunteer campaign.***

The “Give Your BLANK” spots feature real New York City volunteers, shot in documentary style, speaking about their volunteer stories, their passion for giving back and how they are using their “blank” to address a need in the City.

- ***Advertisements in San Diego should utilize the same concept, showing real-life volunteers making a difference in their community.***

Proposal 6

Develop a Civic Leadership Academy

Just because you have volunteered in the past doesn't mean you know how to manage other volunteers. If we want to encourage more volunteerism in San Diego, we must equip volunteer managers with the latest skills in effective volunteer management.

In order to train a core group of volunteer coordinators on how to design, implement and manage large-scale volunteer programs, DeMaio is proposing the City work with the San Diego Foundation to provide a series of “Civic Leadership Academies.”



Civic Leadership Academies will allow those who want to take on a leadership role in volunteer efforts to be better prepared when volunteer opportunities arise, as well as learn from others who have experience in recruiting, organizing, training and leading volunteers. Graduates of the Academy would be called on to help coordinate large volunteer projects and City volunteer recognition days.

“City-TV is an untapped resource that should be used to inspire and engage San Diegans in community service.” – Carl DeMaio

Proposal 7

Develop a Volunteer Badge and Certification Program

Another way to help volunteers serve the community is to ensure that they receive the background checks and certifications needed to offer help. Several cities have launched integrated Volunteer Badge programs.

Currently, the City requires that some of its volunteers be fingerprinted and undergo background checks. However, since there is no citywide volunteer coordinator and each department manages their own volunteer program, there is a lack of consistency within the City. A volunteer who has been cleared in one department may not be cleared in another and have to go through the same type of paperwork and the City incurs the additional expense.



In order to streamline this process for volunteers, Councilmember DeMaio is proposing a new program of “volunteer badges,” which will be color-coded and easy to identify for volunteers that need special clearance.

These badges will identify to City staff that they are a “trusted” volunteer and can be cleared to work with students, elderly, disabled, and others, as well as special training during wildfires or other emergencies if the volunteer has special training.

Existing background checks for city functions will be consolidated under this proposal. However, the goal is to expand background checks and certifications so the city can help provide a pool of “trusted” volunteers for non-profits around our region. This expansion will not be undertaken, however, until grant funding or matching funds from non-profits are secured.

Proposal 8

Establish Volunteer Recognition Programs

Since his election in 2008, DeMaio has made a concerted effort to recognize citizen volunteers. In 2010, he participated in the “Hats Off to Volunteers” program which recognized the most active local volunteers in the community.

Councilmember DeMaio proposes that the City of San Diego expand this program citywide, where each neighborhood would host its own volunteer recognition program, led by the community council or planning board in each neighborhood.

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Most importantly, a city-wide Volunteer Recognition Day should be instituted where the City, as well as private companies and agencies, are encouraged to recognize volunteers. On this day the City would hold a volunteer recognition event or luncheon recognizing the top volunteers in each City Council District – and in each service area city-wide (elderly assistance, homeless assistance, youth development, etc.) The City would also name a City-Wide Volunteer of the Year.

Finally, to provide recognition and rewards year round, the City of San Diego should use its skyboxes at Qualcomm Stadium and Petco Park to honor volunteers and provide an incentive for volunteers to go above and beyond.

Councilmember DeMaio has already achieved substantial progress on using these luxury skyboxes for volunteer recognition. In 2009, DeMaio led the effort to reward volunteers by helping to pass a regulation which prohibited City Council members from using VIP passes for the City's boxes for personal use.

However not all Council Offices have used this tool to recognize volunteers. DeMaio believes this should be taken a step further and require that the tickets be set aside specifically for volunteers and charities.



Proposal 9

Expand Neighborhood Watch Program to 3,000 Active Block Captains

The Neighborhood Watch Program is an efficient, highly useful and successful program that has produced tangible results in San Diego. Moreover, it is an easy way to get San Diegans involved in their community and connected to their neighbors. This engagement will likely spark expanded volunteerism in other efforts.

Councilmember DeMaio is proposing to expand the Neighborhood Watch Program in the following manner:

- Organize an event to gather different neighborhood watch captains together to convince people to find new volunteers within their areas
- Improve coordination with SDPD to find out what areas have not been actively participating or have never had a strong neighborhood watch presence to target new block captains.
- Create a Neighborhood Watch website that links to each of the participating communities watch. The Block Captains would be charged with regularly updating the site.



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Councilmember DeMaio proposes to set a clear goal to drive recruitment of Block Captains – proposing that the Mayor and City Council work together to hit 3000 active block captains in the next four years. By hitting 3000 captains, most neighborhoods in San Diego will be covered under the program.

Proposal 10

Launch a Neighborhood “Extreme Makeover” Campaign

Many San Diegans are familiar with ABC-television’s “Extreme Makeover,” where small or dilapidated houses are rebuilt and renovated for families in need.

Many city and community facilities are also in disrepair.

Research shows that neighborhoods where graffiti, vacant lots, and abandoned properties are prevalent often have higher crime statistics and lead to more blight. With the current dissolution of Redevelopment, it is imperative that the City continue to work to turnaround blighted areas.

Some efforts are already successfully addressing these issues through volunteerism. For example, Pastor Miles McPherson’s “Do Something” Campaign has donated 700,000 volunteer hours, many of them going to service projects directly for the City. These included cleanups of Balboa Park, rec centers, neighborhood parks, and others.

Councilmember Carl DeMaio proposes that the City develop an extreme makeover program to recruit volunteers and corporate philanthropy to help renovate and improve City and community facilities. By establishing private-public partnerships, the City of San Diego will identify blighted residential neighborhoods, and organize volunteers to “makeover” these communities over the course of a weekend. To raise visibility on the program, the City would partner with local media to capture the transformation and present to the larger public.

The City should waive permit fees for these kinds of volunteer-led clean-up and improvement projects. Moreover, the City should partner with local developers to provide pro-bono assistance in permit review and approvals for these projects.

Because of the need to process multiple permits quickly during these projects, developers familiar with the permitting process could be approached to help sponsor a “Permit Assistance Squad” of volunteers to help review and process permits.

Possible Neighborhood “Extreme Makeover” Projects

Recreation Centers
Libraries
Baseball Fields
Parks
Playgrounds
Blighted Areas,
Vacant Lots, Etc.

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An Example of Success: The “Do Something” Barrio Logan Beautification Day

On, September 24, 2011, 614 volunteers gathered in Barrio Logan to embark on the “Do Something” World beautification project. They gathered five dumpsters full of trash and debris, pulled up weeds from over 72,000 square feet of open space, planted 256 plants, and swept, weeded and cleaned approximately 2.5 miles of city streets.

Proposal 11

Expand the Senior Volunteer Patrol (RSVP)



The San Diego Police Department administers the Retired Senior Volunteer Patrol (RSVP) which are senior citizens who perform license plate reading to recover stolen vehicles, conduct “You Are Not Alone” checks, support schools and develop child safety fingerprint programs, assist with business security surveys, and provide support at front counters.

The RSVP program is the model of successful volunteer programs within the City of San Diego. The San Diego Police Department and the Police Officer’s Association should be commended for their strong support of the RSVP program. Because of RSVP, retired San Diegans now have an opportunity to make a real, serious, significant impact in their community.

DeMaio proposes expanding this program even further by recruiting more officers, establishing partnerships with local companies and organizations willing to provide additional supplies and resources, and looking at corporate sponsorships to beef up the program.

RSVP Fast Facts

- **Estimated annual volunteers: 431**
- **Estimated annual hour projections: 108,000**

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Proposal 12

Establish After-School Safety Zones

Councilmember DeMaio is proposing that the City of San Diego establish an “After-School Zone” in every neighborhood of the city within the next 24 months.

The City would identify a city-owned, school-owned or non-profit facility that would be designated the “After School” Zone. In most cases the facility will likely be the library or recreation center in a particular neighborhood. The City would recruit non-profits and volunteers in every neighborhood into an “After-School Safety Zone” from 3pm – 6pm each night during the school year, with funding provided by local philanthropic foundations, corporate sponsors or private donations.



In addition to tradition city services offered, the After School Zone would seek to use the partnerships in the following ways:

- To provide safe, supervised, structured programming for youth after school
- To prevent delinquency and reduce crime committed by/against juveniles
- To improve participants' school performance, conduct, and attendance
- To encourage the ongoing involvement of parents and the community in youth programs.
- To motivate youth to develop citizenship and good health habits
- To build positive partnerships to create fun, affordable, quality after-school programming for youth
- To increase both the number of mentors engaged with the City's at-risk youth and the number of young people who are able to participate in after-school programming.

Proposal 13

Recruit Graduation Coaches

In 2009 San Diego had a 78% high school graduation Rate. Improving on this unacceptably low graduation rate will require the time and effort of many people, including volunteers.

There are many caring adults willing to help but they lack access to information and the resources necessary to help young people successfully graduate from high school. DeMaio proposes to recruit “Graduation Coaches” to combat the City's troubling graduation rate.

San Diego Serves

Carl DeMaio's Volunteer Plan to Engage San Diegans in Their City

The City will use the e-volunteer website to recruit retired teachers and individuals willing to pledge to be a “Graduation Coach” to a significant young person in their life, supporting their student through graduation and exposing them to college and career pathways; initially partner with non-profits who focus on education and have experience dealing with young people, and schools to host a series of training classes for “graduation coaches.”

In March 2011 the City of Chula Vista joined with “Cities of Service,” a comprehensive volunteer program assistance program, and started a campaign to increase high impact service strategies by engaging residents in volunteer efforts to provide solutions for community needs. The initial areas of focus are education and community health and wellness.

The Graduation Coaches Program will focus on four service strategies to improve graduation outcomes in San Diego.

These four strategies include:

- Encouraging adults to pledge to be a “Graduation Coach” to a significant young person in their life, supporting their student through graduation and exposing them to college and career pathways
- Classroom Opportunities: asking community volunteers to implement Junior Achievement’s curriculum in at least one classroom in each of San Diego middle and high schools
- Increasing Mentoring Opportunities as mentored youth have better attendance; a better chance of going on to higher education; and better attitudes toward school.
- Convene a Graduation Dialogue in which community volunteer leaders from the business, government, and education sectors discuss ways they can strengthen San Diego’s educational opportunities.



Our Goal: 1 Million Volunteer Hours Annually by 2016



For updates on Councilmember Carl DeMaio's efforts to Reform city government, visit www.sandiego.gov/cd5